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The Special School Milk Program

A Special School Milk Program has been developed by the Department of Agriculture for the 1954-55 and 1955-56 school years.

This new program was authorized by the Agricultural Act of 1954. Its purpose is to increase the consumption of fluid milk by children in schools of high-school grade and under.

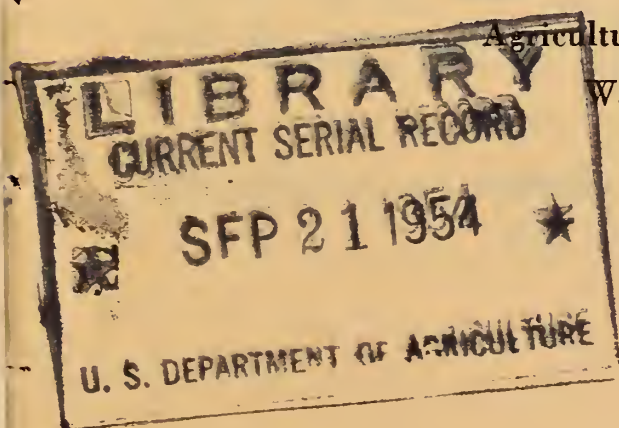
This leaflet has been prepared to inform school officials, the dairy industry, and other interested groups about operation of the Special School Milk Program.

U. S. Department of Agriculture

Agricultural Marketing Service

Washington, D. C.

PA-248



SPECIAL SCHOOL MILK PROGRAM

Milk is the most nearly perfect of all foods and is an essential part of the diets of growing children. Yet many children do not consume milk in adequate amounts. At the same time, there is need to expand markets for the products of our dairy farms. To assist in increasing milk consumption by schoolchildren and in expanding dairy markets, Congress provided in the Agricultural Act of 1954 that:

“Beginning September 1, 1954, and ending June 30, 1956, not to exceed \$50,000,000 annually of funds of the Commodity Credit Corporation shall be used to increase the consumption of fluid milk by children in nonprofit schools of high-school grade and under.”

How the Program Operates

To increase milk consumption by children, nonprofit schools of high-school grade and under are reimbursed in connection with the cost of additional milk served to children.

School officials are given wide authority to encourage consumption along lines best suited to individual needs. The additional milk may be served at any time during the school day. A child may drink as many additional half pints as he desires.

A milk-consumption base, established for each participating school, will represent normal consumption of milk by children in the school. Reimbursement will be made for all milk served to children in excess of this base, if the school agrees to:

- Operate its food or milk service on a nonprofit basis.

- Serve only fluid milk meeting applicable State and local standards as to butterfat content and sanitation.

Reimbursement payments to schools are made monthly. The rate of reimbursement for each additional half pint of milk served to children depends upon such factors as the level of normal milk consumption in the school and the cost of milk to the school.

How to Apply for the Program

Nationally, the Special School Milk Program is administered by the Agricultural Marketing Service of the U. S. Department of Agriculture.

Within the States, the program is administered by the educational agency of the State, and schools should apply to that agency for participation in the program.

However, the laws of a number of States prevent the State educational agency from administering any program in private schools. In such States, the Agricultural Marketing Service deals directly with nonprofit private schools wishing to participate in the Special School Milk Program.

How the Program Can Succeed

The final success of the Special School Milk Program depends upon the cooperation of many groups in the local community—schools, the dairy industry, and all others interested in using the abundances of our farms to improve the diets and health of our children.

- Schools—can start a milk-service program—a new one, or one in which the additional milk will be served at new times during the school day.

- Dairymen—can work with schools in planning delivery schedules and in helping schools to overcome other milk-service problems.
- Other groups—can stimulate community interest in the program.

Through these and many other ways, it will be possible for more children to consume more milk in schools throughout the country.

For further information, write to your State educational agency, to your dairy association, or to the Agricultural Marketing Service, United States Department of Agriculture, Washington 25, D. C.

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